# Comparison of Bar and Coffee House Coupon Acceptance

## Overall Acceptance Rates

* Bar Coupons: 41.00% acceptance rate
* Coffee House Coupons: 51.35% acceptance rate

Coffee house coupons were generally more popular than bar coupons.

## Key Findings

### Frequency of Visits

* Bar: Occasional visitors (3 or fewer times a month) were more likely to accept coupons (33.33%) compared to frequent visitors (20%).
* Coffee House: There was little difference between occasional (51.85%) and frequent visitors (50%).

This suggests that bar coupons might be more effective for attracting less frequent customers, while coffee house coupons appeal equally to all customers.

### Age and Frequency

* Bar: Frequent visitors over 25 were much more likely to accept coupons (60%) compared to others (0%).
* Coffee House: Younger and less frequent visitors were slightly more likely to accept coupons (66.67%) compared to older, frequent visitors (48.39%).

Bar coupons seem to appeal more to older, regular customers, while coffee house coupons have broader appeal across age groups.

### Time of Day (Coffee House specific)

* Coffee coupons were most popular in the early morning (7AM: 66.67%) and afternoon (2PM: 62.50%).

### Gender (Coffee House specific)

* Men were much more likely to accept coffee house coupons (65.22%) compared to women (28.57%).

### Weather (Coffee House specific)

* Sunny weather saw the highest acceptance rate for coffee coupons (54.55%).

### Expiration (Coffee House specific)

* Short-term coffee coupons (2-hour expiration) were more effective (59.09%) than those lasting a day (40.00%).

### Destination (Coffee House specific)

* People heading to work were most likely to accept coffee coupons (66.67%).

## Recommendations

1. Bar Coupons:
   * Target occasional bar-goers and those over 25.
   * Consider promotions that might attract new or infrequent customers.
2. Coffee House Coupons:
   * Distribute coupons early in the morning and in the afternoon.
   * Focus on short-term, time-sensitive offers.
   * Target commuters heading to work.
   * Consider strategies to increase acceptance among women.
3. General:
   * Both types of coupons seem to appeal to different demographics, so tailor marketing strategies accordingly.
   * Coffee house coupons appear to have broader appeal and higher acceptance rates, which might make them a better focus for general campaigns.

*Note: Some categories had small sample sizes, which may affect the reliability of certain comparisons. Further data collection could provide more robust insights.*